

DRAFT NOTES FROM ADVISORY COUNCIL RETREAT

January 14, 2005

AGENDA

- 9:00 Continental Breakfast
- 9:30 Opening Remarks & Introductions
- 9:45 2005 Key Initiatives - (Pam Piering)
 - N4A Conference
 - Neighborhood Quality of Life Study (NQLS)
- 10:30 "Planning for the Future" (Denise Klein)
- 12:00 Lunch
- 1:00 Coordination of Break Out Groups to Discuss: (Suzanne Pedersen)
 - Topics from Morning Session
 - Priorities / Areas of Concern
- 2:15 Group Feedback & on Areas of Concern for Council in 2005
- 3:00 Adjourn

NOTES

2005 Key Initiatives – Pam Piering

The National Association of Area Agencies on Aging (N4A) will hold their annual conference on July 10-13, 2005 in Bellevue. The conference, located at the Meyden Bauer Conference Center, will feature 132 workshops from 40 different organizations. In addition, a series of tours to some of Seattle's highlights will be available to participants. The tours will include such destinations as:

- Pike Market and assisted living program;
- Seattle's new library and Benroya Hall with an emphasis on exploring accessibility issues;
- Bastyr University;
- Tukwila home featuring Universal Design elements.

AC member suggestions for potential sponsors for booths or speakers include:

- Coffee companies (i.e. Starbucks, Tully's)
- Faith-based organizations / Catholic Community Services
- Financial planning organizations
- Safeco
- John Hancock (City's long-term care agent)
- Retirement Homes (i.e. Ida Culver)
- Reverse mortgage companies
- Medical community
- League of Cities

- Cruise lines (i.e. Holland America, Stellar Cruises)
- Services for aging population
- Medical suppliers
- Pharmacies
- Casinos
- Les Schwab (paid parking for Sr. Lobby Day)
- AAA (American Automobile Association.)
- Seattle Business Association
- Chamber of Commerce
- WalMart
- Costco
- Apple Commission
- Wine Commission
- Other agricultural associations (i.e. lentils, peas, potatoes)
- Whole Foods
- Providence Point
- Rainier Beer

Neighborhood Quality of Life Study (NQLS)

Baltimore and Seattle have been selected as sites for a study exploring the potential relationship between the role of neighborhood environment characteristics such as density and land use factors with the level of physical activity residents engage in, and whether people living in more “walkable” communities are more physically active. Several neighborhoods in Seattle/King County are targeted to participate in the study.

Planning for the Future – Denise Klein

Senior Services recently undertook a planning process which involved a conscious examination of the organization’s values, commitments and a selection of priorities for action. She described their agency as having a wide array of services and programs that could be better integrated.

Values

Values identified through the planning process included:

- High quality, research-based programming
- Information & Assistance services integrated across programs
- Loyal staff
- Large board

Commitments

The agency counteracted the “inwardness” of the organization through an outward planning process with inclusive topics such as death and disability. The resulting commitment was to: *“A community where everyone engages in the lifelong process of maturing with dignity and joy.”*

Priorities

Of eleven priorities identified some of the top ones included:

- Create a greater regional network in collaboration with other agencies that provide services to elders of color.
- Initiate and take charge of your own health. When everyone takes charge of their own health we are in a better position to ask for what we need and want from the health care system.
- Develop projects in collaboration with younger adults.
- Educate ourselves and communities about public benefit programs such as Social Security and Medicare and how they need to change in order to remain healthy and strong.
- Define outcomes so you know when you are successful.

Summary of Small Group Discussions

The Advisory Council broke into small groups and using a process similar to Senior Services’ planning process, identified their values, commitments, and priorities for 2005. Listed below is a summary of the priorities identified. See Attachment A, “Chart of Small Group Feedback” for details on values and commitments identified by Advisory Council members.

Priority Area

Suggestions

Advocacy/Education

- Provide advocacy / education on intergenerational issues, improvements in social network, Social Security (privatization plans), Medicare, and Medicaid.
- Provide education on service network / client options.
- Use strategies including newspaper articles profiling topics, briefing papers, and guest editorials / columns.
- Use strategies appropriate to the audience.
- Focus on legislative agenda.
- Focus on needs of native peoples.
- Emphasize democratic values.

| | |
|-------------------|--|
| Education of AC | <ul style="list-style-type: none"> - Hold AC discussions on Social Security, Medicare, and Medicaid. - Use N4A position papers. - Learn about different service models/ approaches to services. - Take personal responsibility for your health – “Walk the Talk”. |
| Research | <ul style="list-style-type: none"> - Research approaches of other countries (i.e. Social Security). - Use different approaches to meeting needs of seniors (i.e. service models). - Evaluate what changes add to quality of life. - Use clear outcomes. |
| Intergenerational | <ul style="list-style-type: none"> - Promote intergenerational activities. - Educate younger people about Social Security, Medicare, and Medicaid. - Use intergenerational volunteers for in-home visits, telephone reassurance, and living histories. - Deliver information from a spiritual/ethical/moral basis to help children develop standards of behavior. - Re-introduce value of grandparents for younger generations. |
| Volunteers | <ul style="list-style-type: none"> - Increase the number of volunteers. - Use an approach that emphasizes the strengths of volunteers. - Promote intergenerational activities. |

Meeting Schedule & Committee Membership

The calendar of scheduled 2005 Advisory Council meetings was reviewed. All regular meetings will be held on the second Friday of the month except for the months of July and November. Meetings during those months will be held on the following dates:

July 15, 2005
November 18, 2005

Sign-up sheets for Advisory Council committee membership were completed at the retreat. The results are listed below.

ADVISORY COUNCIL
2005 COMMITTEE MEMBERSHIP

Outreach and Advocacy/Health Care

Gabe Cohen, Chair
Don Moreland
Thelma Pegues

Larry Low
Lisa Yeager
Martha Becker

Midge Levy
Dr. Robert Gross
Larry Verhei

Planning and Allocation

Thelma Coney, Chair
John Barnett

Timmie Faghin
Joanne Brekke

Suzanne Wiley
John Holecek

Technology / Communications (Senior Digest)

Timmie Faghin

Suzanne Wiley

2006 Annual Retreat Committee

Houston Brown
Lisa Yeager (Maybe)

Larry Verhei (Willing to do White Elephant)

Nominating Committee

Larry Verhei

Midge Levy

Larry Low

Executive Committee

Timmie Faghin
Thelma Coney

Gabe Cohen
Larry Verhei

Larry Low
Lisa Yaeger

Attachment A
DRAFT CHART OF SMALL GROUP FEEDBACK*
January 14, 2005

| Group | Values | Commitments | Priorities |
|-------|---|---|---|
| 1 | <ul style="list-style-type: none"> Families Equality for all Positive influences for young people Education on "Right to Die" Helping others less fortunate | <ul style="list-style-type: none"> Spend time with families Give intergenerational support Champion civil rights Strengthen democratic values Promote acceptance/respect for people Care/give in positive way No intrusive treatment at end of life Advocacy | <ol style="list-style-type: none"> 1) Deliver information from a spiritual/ethical/moral basis to help children develop standards of behavior 2) Re-emphasize democratic values 3) Hold discussion issues (i.e. Social Security) 4) Re-introduce value of grandparents for younger generations 5) Educate community on client options 6) Identify / focus on legislative agenda |
| 2 | <ul style="list-style-type: none"> Respect for everyone and their opinion Tolerance / equity / social justice Making a difference Education | <ul style="list-style-type: none"> To family / raising children Advisory Council Social change & skills to affect change Senior Services priorities (described in Retreat Notes) Richer & larger network through collaboration Build Environment Educating self/ others about benefit programs | <ol style="list-style-type: none"> 1) Advocacy / education on: intergenerational issues, improvements in social network, Social Security, Medicare, Medicaid 2) Education of Advisory Council on different approaches to needs of seniors – what can we learn & use 3) Interact w/ kids to cross educate about Social Security, Medicare, Medicaid 4) Research approaches of other countries |
| 3 | <ul style="list-style-type: none"> Independence / self sufficiency Education Global community Health, nutrition, health education Critical thinking / listening Sense of belonging to community | <ul style="list-style-type: none"> Facilitating independence for others Create sense of community, reduce isolation Education Healthy Aging Advocacy Extending family community | <ol style="list-style-type: none"> 1) "Walk the talk" – take personal responsibility for health 2) Advocacy 3) Intergenerational activities 4) Well designed education strategies considering different learning styles, cultural approaches 5) Have clear outcomes & take time to evaluate what changes add to quality of life 6) Volunteerism with strength-based focus |
| | <ul style="list-style-type: none"> | <ul style="list-style-type: none"> | |

* The Chart does not include responses to Question #2 of the exercise, "Give an example of how the value has helped you set a priority..."

| Group | Values | Commitments | Priorities |
|-------|---|--|--|
| 4 | <ul style="list-style-type: none"> • Community • Inclusion, sharing power • Helping others / generosity • Integrity – keeping an independent voice • Education | <ul style="list-style-type: none"> • Nutrition program • Healthy Aging • Integrity • Community support network • Using power of Advisory Council | 1) Inform the public through newspaper articles profiling certain topics, briefing papers, guest editorials / columns 2) AC discussion on social security using N4A position papers 3) Public education on topics like privatizing Social Security 4) Creative use of intergenerational volunteers for mutual benefit (mentors, living histories, in-home visits / telephone reassurance) |
| 5 | <ul style="list-style-type: none"> • Lifetime learning • Serving others • Self reliance • Respect for others / elders • Community | <ul style="list-style-type: none"> • Intergenerational programming / seminar • Kinship Care • Farmer's Market • Community service requirements in alternative school | 1) Native peoples 2) Increasing volunteering |
| | | | |

2005 Potential Advisory Committee Meeting Topics

1. Legislative Topics

- W4A Legislative agenda
- National issues / N4A Position papers

2. Social Security

- Education on current issues
- Privatization plans
- Approaches used by other countries

3. Medicare

- Education / discussion of current issues
- Approaches used by other countries

4. Medicaid

- Education / discussion of current issues
- Approaches used by other countries

5. Service Network

- Education on service network and client options
- Learn about different service models / approaches to services
- Learn about intergeneration models
- Focus on needs of native peoples